

Working with Corporate Sector to Achieve Wetlands Restoration

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What motivates federal agencies to work with corporate entities?

- Create new and sustainable partnerships to accelerate wetland gains,
- Restore wetlands in Midwest and Great Lakes Basin, and
- Foster educational programs to develop future generation of wetland advocates.

What motivates corporate involvement with Agencies?

- Voluntary and flexible program allows corporations to work with Agencies in a positive manner;
- Industry wants to leave a legacy of environmental protection;
- Wetland restoration helps bottom line;
- Enhanced community involvement, and
- Other reasons (grandchildren, etc.)

What approaches can we use to work with corporations?

- Corporate Wetlands Restoration Partnership—Coastal America Foundation,
- Team with other federal partners, and
- Work with other motivated groups that promote environmental gains.

What should agencies do to support this concept?

- Create ad hoc review committee;
- Allow staff to sit on committee;
- Identify good projects from a variety of sources (e.g., Great Lakes Inventory);
- Support projects in a meaningful way, and
- Establish a dialogue with private sector to develop this idea further.

How should the agencies respond?

- Be flexible on projects,
- If corporate sponsors agree to provide funds for projects, provide resources, and
- Serve as ambassadors to external parties to promote corporate involvement with federal agencies.

What are the next steps?

- Work with Coastal America to explore the CWRP approach;
- Work with other entities;
- Ask each MNRG agency to identify potential projects that would benefit from corporate sponsorship, and
- Be flexible—if projects arise, be prepared to work with partners.

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